CASE STUDY - Bank AlJazira, Saudi Arabia

BANK ALJAZIRA بنك الجزيرة

ASC Improves Voice Trading Services of Saudi Financial Institution

Bank AlJazira, one of the fastest-growing financial institutions in Saudi Arabia, verifies its stock trading with MARATHON EVOLUTION, ASC's high-end call recording solution.

Bank AlJazira

Bank AlJazira is recognized as one of the leading and fastest-growing Islamic financial institutions in Saudi Arabia, principally serving affluent individuals and successful national corporations in the region. A premier bank in Saudi Arabia, it provides high net-worth individuals and large institutions with innovative banking solutions, compliant with the Islamic Shari'ah, in an exclusive environment.

ASC telecom AG

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal information, enabling companies and organizations to considerably improve their value creation: Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs.

The Client: Bank AlJazira

Founded in June 1975, Bank AlJazira was restructured in the early 1990s with new staff, the latest technology, and modern banking products and services. With continuous annual growth since 1995, the bank now serves high net-worth individuals, major corporations and national institutions.

The bank's clients demand personal attention for all types of banking business in finance, stock trading and general customer support.

The Challenge: High-end Communications Recording

Bank AlJazira's objective, to provide superior service, was hindered by the inexpensive digital recorders initially chosen to verify stock trading.

The bank needed a more comprehensive solution for its many complementary functions including quality assurance, compliance, audits and bulk recording. To carry out all these tasks, seamless integration with the bank's voice trading system from Etrali was essential.

Because of its rapid growth and technological advances in the banking industry, the Bank was also searching for a flexible, scaleable system without sacrificing any efficiency.

The Solution: ASC's MARATHON EVOLUTION

MARATHON EVOLUTION provides a highly reliable solution to record hundreds of channels/ agents simultaneously with central online storage. The ASC system simplifies the process of search-and-replay and provides a quicker response rate than its competitors.

MARATHON EVOLUTION has been officially certified by Etrali, and the integrated system has been thoroughly tested and applied. The combined solution enhances dealers' confidence, management effectiveness, and overall customer satisfaction.

Bank AlJazira also chose MARATHON EVOLUTION for its modular design and flexible architecture, allowing the system to grow with the organization and adapt to whatever changes the environment demands. The solution was designed as a powerful, open scaleable platform to facilitate customized implementation and use.

MARATHON EVOLUTION provides reliable and secure service, the key requirements for Bank AlJazira's customers. Redundant features ensure uninterrupted operation to provide order verification and meet compliance regulations.

As the world's first Linux-based recorder, MARATHON EVOLUTION offers several security benefits for financial institutions. It provides the most secure platform available and is protected from hacking by a built-in firewall, programmed to allow access only to pre-approved traffic. All applications are shielded from the operating system, and Linux is not susceptible to the most common viruses.

"The product lets us easily resolve misunderstandings between agents and custo-mers by sending the calls to the involved parties via e-mail."

(Management, Bank AlJazira)

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Other features of MARATHON EVOLUTION include free-seating access for agents, and either stand-alone recording or connection to a central server for multiple locations, typical for banks and other financial institutions. MARATHON EVOLUTION also offers an optional Instant Web Player for remote monitoring, and DVD or AIT formats for archives.

MARATHON EVOLUTION works in tandem with any other system in ASC's product portfolio, including the quality monitoring solution of INSPIRATIONpro. The company's 40 years of experience as a global provider of integrated recording and quality monitoring solutions was cited by the management at Bank AlJazira as a major factor in their choice.

The Benefits

The management of Bank AlJazira said: , "We were especially pleased with the level of compatibility between ASC and our Etrali voice trading system. This helped ensure our overall system met all business and technical requirements. In addition, the product lets us easily resolve misunderstandings between agents and customers by sending the calls to the involved parties via e-mail."

ASC Partners

Western Electric Saudi Arabia Company, Ltd. (WESA) installed and implemented ASC's solutions at Bank AlJazira.

ASC telecom AG

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal information, enabling companies and organizations to considerably improve their value creation: contact centers enhance customer service, efficiently deploy staff and increase productivity. Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations.

ASC's software solutions are used in contact centers to continuously measure and improve the quality of customer contacts. Data from all communication levels in contact centers are collected, brought together and evaluated to help train agents and optimize customer service. Based on the content of recorded calls and screen activities, INSPIRATIONpro reveals improvement potentials in contact center operations including processes, marketing, sales activities, time of reaction and problem analysis.

ASC subsidiaries and sales offices in France, Germany, Japan, Singapore, Switzerland, UA Emirates, UK and the United States, as well as certified, powerful distribution partners, realize ambitious customer projects all over the world. An export quota of more than 60 percent, together with its worldwide service network, makes ASC a powerful global player.

Highlights

- Implementation of ASC products in an Etrali voice trading system
- Reliable and secure recording of stock trading
- Modular, scaleable design to facilitate company growth
- Rapid search-and-replay for easy access to recordings

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(Management, Bank AlJazira)

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